



SCHIFF NUTRITION INTERNATIONAL NAMES JENNIFER STEEVES-KISS  
SENIOR VICE PRESIDENT – CHIEF MARKETING OFFICER

Salt Lake City, Utah, July 6, 2011: Schiff Nutrition International, Inc. (NYSE: WNI) appointed Jennifer Steeves-Kiss Senior Vice President – Chief Marketing Officer, effective July 1, 2011.

Tarang Amin, president and chief executive officer of Schiff Nutrition, stated, “We continue to implement our strategy to build a world-class nutritional supplements company by strengthening the leadership talent of our management team. As a key marketing executive for almost two decades with Procter & Gamble (P&G), Jennifer’s success in building premium brands and leading innovation will be key assets to grow Schiff. We are very excited to welcome Jennifer to our already strong management team.”

“Schiff has leading brands in the growing nutritional supplements industry and a solid platform for future growth,” said Steeves-Kiss. “I look forward to helping the company expand its brand management with new programs, including increased advertising to drive growth.”

Steeves-Kiss, 39, has led consumer products marketing and brand management teams for the past 17 years at P&G. Most recently she was the Marketing Director for Always®, Whisper® brands and Fem Care innovation. In this role, Steeves-Kiss established the global team responsible for driving the \$3 billion Always brand share growth and led the Fem care innovation pipeline development. She also held marketing leadership roles for the billion dollar Charmin® and Bounty® businesses. She was also a key leader for P&G FutureWorks, tasked with creating new brands and business models for P&G. Steeves-Kiss started her career with P&G Canada and holds a B.A. from Queen’s University, Kingston, Ontario.

**About Schiff Nutrition**

Schiff Nutrition International, Inc. develops, manufactures, markets and distributes branded and private label vitamins, nutritional supplements and nutrition bars in the United States and throughout the world. Schiff’s portfolio of well-known brands includes Move Free®, Schiff® Vitamins, MegaRed®, Mega-D3™ and Tiger’s Milk®. To learn more about Schiff, please visit the web site [www.schiffnutrition.com](http://www.schiffnutrition.com).

**Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that are based on management’s beliefs and assumptions, current expectations, estimates, and projections. These statements are subject to known and unknown risks and uncertainties, certain of which are beyond the company’s ability to control or predict, and therefore, actual results may differ materially. Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date hereof. Schiff Nutrition disclaims any obligation to update any forward-looking statements whether as a result of new information, future events or otherwise. You are cautioned not to place undue reliance on these forward-looking statements.

Important factors that may cause actual results of Schiff Nutrition to differ materially from those expressed or implied by such forward-looking statements include, but are not limited to: dependence on sales of our Move Free product and the joint care category, dependence on sales of our MegaRed product, dependence on individual customers, adverse publicity or consumer perception regarding our nutritional supplements and/or their ingredients, similar products distributed by other companies or the nutritional supplement industry generally, the impact of competitive products and pricing pressure (including expansion of private label products), the inability to successfully bid on new and existing private label business, the impact of raw material pricing, availability and quality (particularly relating to joint care products and ingredients from third-party suppliers outside the United

States, including China), claims that our products infringe the intellectual property rights of others, the inability to enforce or protect our intellectual property rights and proprietary techniques against infringement, the inability to successfully launch and maintain sales (especially in the joint care and omega-3 categories) outside of the United States while maintaining the integrity of the products sold and complying with local regulations, the inability to appropriately respond to changing consumer preferences and demand for new products, the inability to gain or maintain market distribution for new products or product enhancements including products in the probiotic space, litigation and government or administrative regulatory action in the United States and internationally, including FDA enforcement and product liability claims, the inability or increased cost to obtain sufficient levels of product liability and general insurance, the inability to comply with existing or new regulations, both in the United States and abroad, and adverse actions regarding product formulation, claims or advertising, product recalls or a significant amount of product returns, dependence on a single manufacturing facility and potential disruptions of our manufacturing operations, the inability to find strategic transaction opportunities or the inability to successfully consummate or integrate a strategic transaction (including the inability to successfully integrate the assets recently acquired from Ganeden), the inability to maintain or attract key personnel, interruptions to our information technology systems, control by our principal stockholders, and other factors indicated from time to time in the company's SEC reports, copies of which are available upon request from the company's investor relations department or may be obtained at the SEC's web site ([www.sec.gov](http://www.sec.gov)). These risks and uncertainties should be carefully considered before making an investment decision with respect to shares of our common stock.

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